

MICROSOFT SNOOZE RELEASE

MICROSOFT CORPORATION
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FOR IMMINENT RELEASE March 28, 1985

MICROSOFT CORPORATION ANNOUNCES MS-Press Release

BELLEVUE, WASHINGTON-- Microsoft Corporation today announced the shipment of MS-Press Release, a full-featured, high-performance, frequently-hyphenated, practically useless, press release automation tool. Given a product positioning statement and list of buzzwords, MS Press Release will automatically generate an innovative, high-quality, low information content product announcement guaranteed to bore editors and lie about unnoticed on their desks for weeks on end, while simultaneously misrepresenting the few features of the product it does manage to mention at all. It also produces run-on sentences.

A POWERFUL BLATHER PROCESSING TOOL

It Frank Gaudette will Jerry Ruttenbur also randomly Ida Cole add the Bill Roland names of corporate vice Steve Ballmer presidents to Jim Harris your Scott Oki documents, thus Jean Richardson impressing said vice presidents. A special JON SHIRLEY feature inserts the names of the BILL GATES chief executives in capital letters. It only jim towne occasionally messes up.

SAY LESS WITH MORE

The Microsnooze 2.0 press release was generated with MS-Press Release. Note how it even inserted this particularly irrelevant paragraph just to pad out this already hyper-inflated piece of verbosity with sesquipedalian words. If that still isn't sufficiently wordy to suit your needs, it will also add lists of words with bullets by them:

- projectiles
- shot
- bullets
- grenades
- bolts
- cannonballs
- multiple independent reentry vehicles
- bomb
- PC jr (you knew they were good for something)

LOTS OF TECHNICAL MUMBO-JUMBO

Not necessarily about the product. Full advantage of the features of Intel(TM) iAPX286 microcomputer chip set. Such as they are. Floating Point Bridge

Coprocessor maximally underutilized. IBM graphics card. Real sexy.

RETAIL AVAILABILITY NIL

Someday you'll be able to buy MS-Press Release. But not now. For now this product is being kept in the hands of irresponsible people who wish to make sure that your mailboxes are always full.

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FOR RELEASE March 29, 1985

New Microsnooze Newsletter

Offers Increased Wit and Humor

Bellevue, Washington--The Editors of the Microsnooze announced today the release of Microsnooze 2.0, a multi-function journal featuring wit, humor, satire, parody, sarcasm, litotes, and funny articles. Microsnooze 2.0 also comes with an improved manual and a computer-based training program disk. It requires no disk drives, no mouse, and features no keyboard interface. It is not copy-protected. It runs in 6K of RAM, thanks to slick, tight editing. Microsnooze 2.0 is available for the IBMTM PCjr and 704, the

Osborne Executive, the Gavilan, the Apple III, the TI 99/4, and the Boeing 767.

Enhanced Flexibility and Application Software

Independence

According to Steve Ballmer, Vice President of the System Software Division of Microsoft, Project Lead on Microsoft Windows, and Grand Poohbah of the Imperial Order of Large People, "We're really excited about this. This is super-key. It's kick ass. Fact!"

Compatibility Extended for Networking

The Microsnooze will be three hundred fifty (virtual) pages, printed on vellum, leather bound and gagged. Microsnooze 2.0 is scheduled for release to OEMs March 1, 1985. There will be no retail release.

Microsoft Corporation manufactures and sells a wide range of software operating systems, languages, application programs, books, hardware, tee shirts, coffee mugs, posters, key rings and moss-covered three-handled family gradunzas for the microcomputer marketplace. For further information, do not contact the Waggoner Group.

Microsnooze, MS-DOSE and KLENIX are registered trademarks of Microsnooze Corporation.

IBM is a registered trademark of IBM. PC-DOS is a registered trademark of Digital Research. (No kidding!)

The letter C and the number 86 are registered trademarks of the Children's Television Workshop.

Attachment A

WHAT OTHER SOFTWARE PUBLISHER'S ARE SAYING ABOUT

MICROSNOOZE 2.0

1. Itty Bitty Machines ("Dandy Don" Estridge)

"I wish we'd had this two weeks sooner. It really would have helped."

2. Dead Cat Software (Bill the Cat)

"Aack."

3. Microsoft Corporation (Bill the Owner)

"We are not amused."

4. Cray Research Associates (Seymour Cray)

"The portability is tremendous. It's quite flexible, too. Paper is clearly the ideal distribution medium for this sort of like, um, you know, thing."

5. United States Government (Ronald Wilson Reagan)

"Yow! Are we having fun yet?"

6. Drive In Movie Review (Joe Bob Briggs)

"Six quarts blood. 12 K RAM. Two disk drives. DOS fu. Terminal fu. Bar fu. A 65535 on the vomit meter. Academy award nominations for best acting by a product marketeer. Joe Bob says check it out."